



AN INFORMATIONAL RESOURCE CONCERNING PROGRAMS, EVENTS & OPPORTUNITIES THAT CREATE THE VIRGINIA BUSINESS ADVANTAGE

JUNE 2003

DBA Welcomes New Employees

The Virginia Department of Business Assistance is pleased to announce the addition of four new employees to our staff.

ELIZABETH MORAN is DBA's new Director of Legislative & Community Affairs, replacing Rob Blackmore, who has retired after 32 years of state service. In addition to this role, Elizabeth will administer the Small Business Incubator Program and work on special projects as assigned by the agency director. Prior to joining DBA, she was the Manager of the Economic Development Office for Columbia Gas of Virginia, Inc. She also served as the Manager of Community Services at the Virginia Department of Economic Development for 10 years.

WAYNE WALDROP is DBA's new Director of Existing Business Services. In this role, he will oversee the operations of the Virginia Business Information, the Small Business Research Center, the Women's Business Enterprise Certification Program, and the other existing

business outreach programs. Most recently, Wayne was Senior Lender with SouthTrust Bank in Richmond. Prior to that, he was with Bank of America for 20 years.

DAVID FULLER has joined DBA as a Business Services Manager. Dave is a seasoned executive in strategic planning, high technology manufacturing, business development, international business, and marketing. He has been in senior leadership positions with Fortune 100 and 500 firms, owned a small business, and founded non-profit organizations. Dave has extensive economic and social development experience in regional public education, public safety, social services, comprehensive planning, and government affairs.

MARICEL QUINTANA-BAKER is joining DBA in June as its newest Business Services Manager. Maricel will work on the development of DBA's multilingual outreach programs. She is fluent in Spanish and has a reading knowledge of French and Portuguese.

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Workforce Services Teams with WIA in Retraining Initiative

Each year one of the hot topics with regard to workforce development is retraining. Issues such as global competitiveness, plant modernization, changes in the way companies do business, and homeland security have created the need for companies to retrain their workforce to remain viable and ultimately grow. In some extreme examples, retraining has been the only solution to save jobs in Virginia.

With help from the Workforce Investment Act State Council, DBA's Workforce Services signed a memorandum of agreement and took on the task of marketing and managing retraining programs around the Commonwealth. Under the agreement, the WIA council provided more than \$762,000 in funds, which have been committed to 22 projects all over the state. These projects will retrain more than 1,800 employees. The program requires a change in technology, or processes, and in most cases results in some capital investment for the community. The retraining program helps raise the skill level of employees making them more productive, and creating opportunities for wages to increase as well.

Putting Best Business Practices to Work in Virginia Government

By Sandra D. Bowen
Secretary of Administration
Commonwealth of Virginia

Businesses know that they must operate efficiently and get the best price and value for every dollar if they are to survive in a highly competitive economic environment. The fiscal crisis currently striking state governments as a result of the struggling national economy has -- thankfully -- compelled those in the public sector to come to the conclusion that they also must examine and reform their basic business operations.

Reforms initiated by Governor Mark Warner to improve how and what Virginia state government buys are helping the Commonwealth lead the way in creating efficiencies and reducing costs. We are introducing and applying successful private sector business practices to ensure that our citizens get a better value for their tax dollars.

For more than a decade, I had the pleasure of working directly with the Virginia business community as Senior Vice President of the Virginia Chamber of Commerce. That role afforded opportunities to learn from a host of business leaders across the Commonwealth how they tackled tough times and adjusted to meet changing economic conditions. In order to compete and survive in a global marketplace, managers developed techniques and methods that have become fairly consistent across very different businesses and industries. These techniques, commonly referred to as "best practices," proved to be effective from high technology manufacturing to commercial fishing operations. Drawing from his own background in business, Governor Warner decided to apply many of these best business practices



to cut state government's operating costs while maintaining and enhancing value and service levels.

One of the most promising is a project called "Virginia Partners in Procurement," which is based on some of the same operating principles employed by well-run businesses. A successful business enterprise would never allow different departments or divisions to purchase the identical product at different prices from the same supplier. Yet, state government has too often operated in violation of this principle, largely because agencies and institutions purchase as independent entities. In recent years, the private sector has developed expertise in analyzing how much a corporation spends for what and from whom. Better management of that spending has resulted in techniques that have cut operating costs -- techniques we are adopting.

This "spend management" project has the potential for revolutionizing the way state government purchases necessary commodities and services. The most important idea is leveraged purchasing power. Because of its size and scope, Virginia state government has the market power of a Fortune 300 company, but has not taken full advantage of the kind of discounts suppliers offer for large quantities. That is changing.

Using the information garnered from our cutting-edge electronic procurement system (eVA), state government will be going

CONT'D ON BACK

Virginia Offers Women’s Business Enterprise Certification

In response to Governor Warner’s Executive Order 29 calling for Equal Opportunity in State Procurement, many state agencies are doing more business with small, women, and minority-owned businesses. In addition, many private sector companies are working continually to promote supplier diversity. An official designation as a woman-owned business is a good way to identify yourself to both state government and private sector entities that seek to do business with women-owned firms. The Department of Business Assistance coordinates a [Women’s Business Enterprise Certification](#) to promote economic growth for Virginia’s women-owned firms. The certification program helps maximize contract opportunities, enables women-owned firms to take advantage of supplier diversity efforts, both in the public and private sectors, and provides market exposure via DBA’s online searchable database of certified women-owned firms. To learn more about this certification and download the application, visit <http://www.dba.state.va.us/mwbusiness-es/wob.asp> or contact Deborah Hudson at 1-800-980-VWBE (8923) or wbe@dba.state.va.us.

QVC Hosts National Product Search

On August 7-9, 2003, QVC, one of the nation’s leading shopping networks, will host a [National Product Search](#) at their headquarters in West Chester, PA. This is an exciting opportunity for Virginia busi-

nesses and entrepreneurs to gain instant national marketing exposure to QVC’s audience of over 84 million homes. In addition to the search, QVC will be hosting seminars covering a range of business development topics.

QVC is especially looking for products that:

- Demonstrate well
- Solve a common problem or make life easier
- Appeal to a broad audience
- Have unique features and benefits
- Are topical or timely
- Tie in with a certain program
- Have a selling price of \$15 or higher

Businesses interested in participating should complete the registration form at www.QVCProductSearch.com or call 1-888-NEW-ITEM. The registration deadline is July 24.

Business Matchmaking Connects Small Business Owners with Contract Opportunities

The federal government annually spends more than \$240 billion for products and services. The government’s statutory goal is to have at least 23 percent of that total -- or approximately \$55 billion -- go to small businesses. In order to meet that goal, the [Business Matchmaking](#) program was created to bring procurement officials from government agencies and large corporations together with small business owners. Initiated by the U.S. Small Business

SECRETARY BOWEN CONT’D

to the marketplace with its full “book of business” to negotiate the most favorable prices and value. From janitorial supplies to computers and software, Virginia is harnessing its buying power to drive down prices by as much as 20%.

But Virginia Partners in Procurement is about more than just “bulk purchasing” or a one-time savings. It is a comprehensive program that combines best-in-business practices with cutting-edge sourcing and sales tracking technology to deliver real savings that will last for years to come. This initiative employs experts with in-depth industry experience to comb through and analyze the state’s purchasing and to train state employees to be effective in working with multiple commercial markets in order to make

the best deals possible. State government will be equipped to enter negotiations on any number of goods equipped with quality information about best-market pricing. But in doing so, we will not sacrifice opportunities for business partnerships with small and minority- and women-owned businesses. Indeed, a key goal is to improve supplier diversity in Virginia-wide procurement.

By implementing these reforms, state agencies and public colleges and universities are living up to the Governor’s promise that we will “do more with less.” Working together, the Commonwealth’s business partners, citizens, and state government are creating a “culture of savings,” that will improve efficiency, drive down costs, and achieve the best combination of quality, service, and price.

C A L E N D A R	
06.22-25.03	BIO 2003
07.01.03	Starting a Business in Fairfax County
07.10-11.03	VMA Health Care Summit
07.31.03	Commercialization Workshop
Visit www.dba.state.va.us for more details and other events.	

MATCHMAKING CONT’D

Administration (SBA) and now a partnership involving the U.S. Chamber of Commerce and Hewlett Packard, the program is expected to provide up to \$1 billion in procurement contract opportunities to small businesses during the events being held in 2003.

Each Matchmaking event pairs small businesses with federal, state, and local government agencies and large corporations that have a real need to

buy products and services. In addition to pre-scheduled matchmaking appointments, the event offers educational workshops featuring experts in areas that are of particular interest to small business.

The event for the East Region will be held September 19 in Washington, D.C., in conjunction with the SBA’s National Entrepreneurial Conference. For a schedule of events or to register for the Business Matchmaking program, small businesses can go to www.businessmatchmaking.com.

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